

**Project Report**

**’“AN ANALYTICAL STUDY ON MERGERS OF  
TELECOMMUNICATION COMPANY IDEA AND VODAFONE’**

**Submitted to**

**G. S. College of Commerce & Economics, Nagpur**

**Affiliated to**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

**Submitted by**

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**Under the Guidance of**

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**Academic Year 2022 – 23**



**G.S. College Of Commerce & Economics , Nagpur**

**Academic Year 2022 – 23**



## **CERTIFICATE**

This is to certify that “**Janvi Gharde**” has submitted the project report titled “” **“an analytical study on mergers of telecommunication company idea and Vodafone”** towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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**(Co-ordinator)**

**Place:**

**Date:**

**G.S. College Of Commerce & Economics, Nagpur**



**Academic Year 2022 – 23**

**DECLARATION**

I here-by declare that the project with title “ ANALYTICAL STUDY ON MERGERS OF TELECOMMUNICATION COMPANY IDEA AND VODAFONE” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Janvi Gharde**

**Place:**

**Date:**

**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2022-23**



## **ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Kathaley, Principal, G.S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

**Janvi Gharde**

**Place:**

**Date:**

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# **INTRODUCTION**

## INTRODUCTION OF MERGER

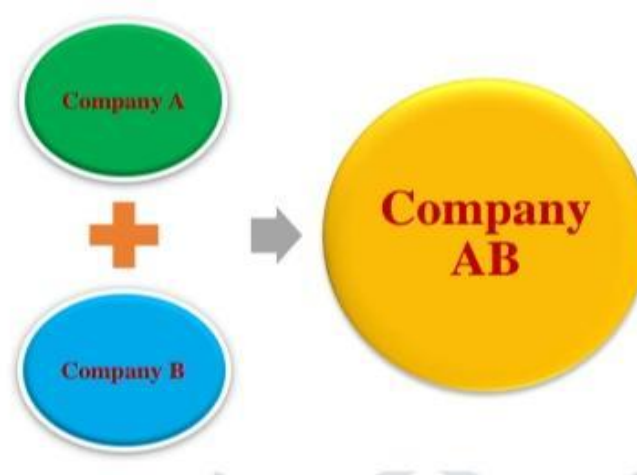
A merger is a business deal where two existing, independent companies combine to form a new, singular legal entity. Mergers are voluntary. Typically, both companies are of a similar size and scope and both stand to gain from the transaction.

Mergers happen for a variety of reasons. They could allow each company to enter a new market, sell a new product, or offer a new service. They can also reduce operational costs, improve management, change their pricing models, or lower tax liabilities. Ultimately, however, companies merge to increase size, scale, and revenue. In other words, mergers help companies make more money.

A merger is an agreement that unites two existing companies into one new company. There are several types of mergers and also several reasons why companies complete mergers. Mergers and acquisitions (M&A) are commonly done to expand a company's reach, expand into new segments, or gain market share. All of these are done to increase shareholder value. Often, during a merger, companies have a no-shop clause to prevent purchases or mergers by additional companies.

### Example of Merger

Let us assume there are two companies, Company A and Company B both the companies come together for the reason of expansion or growth then a new legal entity named Company AB is formed.



## **TYPES OF MERGER**

There are various types of mergers, depending on the goal of the companies involved. Below are some of the most common types of mergers.

### **HORIZONTAL MERGER**

A merger occurring between companies in the same industry. Horizontal merger is a business consolidation that occurs between firms who operate in the same space, often as competitors offering the same good or service. Horizontal mergers are common in industries with fewer firms, as competition tends to be higher and the synergies and potential gains in market share are much greater for merging firms in such an industry.

### **MARKET EXTENSION MERGERS**

. A market extension merger takes place between two companies that deal in the same products but in separate markets. The main purpose of the market extension merger is to make sure that the merging companies can get access to a bigger market and that ensures a bigger client base

### **PRODUCT EXTENSION MERGERS**

A product extension merger takes place between two business organizations that deal in products that are related to each other and operate in the same market. The product extension merger allows the merging companies to group together their products and get access to a bigger set of consumers. This ensures that they earn higher profits.

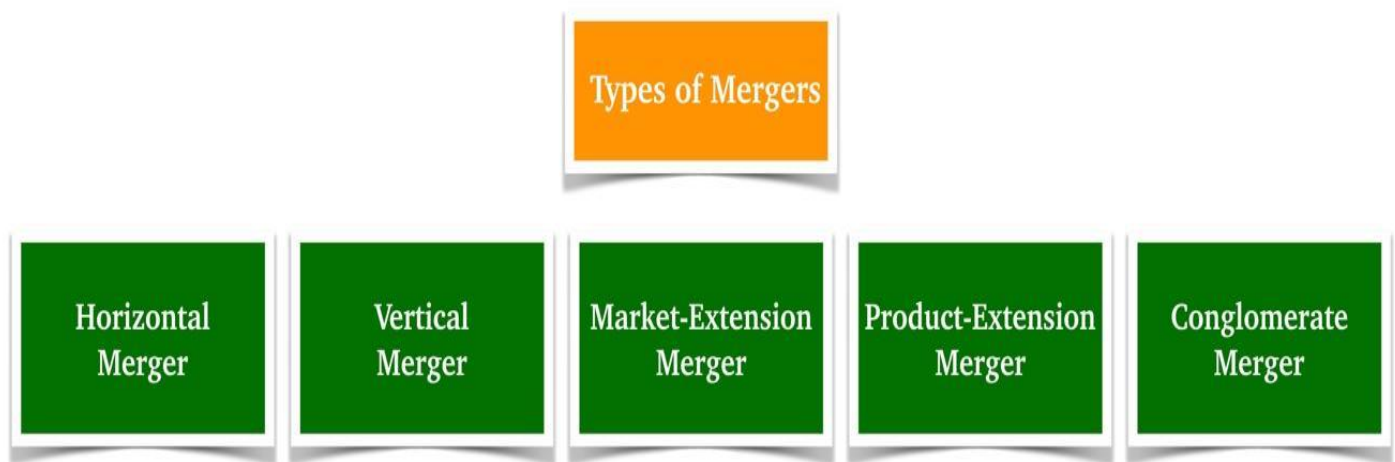
### **VERTICAL MERGER**

A merger between two companies producing different goods or services for one specific finished product. A vertical merger occurs when two or more firms, operating at different levels within an industry's supply chain, merge operations. Most often the logic behind the merger is to increase synergies created by merging firms that would be more efficient operating as one.



## CONGLOMERATE

A merger between firms that are involved in totally unrelated business activities. There are two types of conglomerate mergers: pure and mixed. Pure conglomerate mergers involve firms with nothing in common, while mixed conglomerate mergers involve firms that are looking for product extensions or market extensions.



## **ADVANTAGES OF A MERGER**

- **INCREASES MARKET SHARE**

When companies merge, the new company gains a larger market share and gets ahead in the competition.

- **REDUCES THE COST OF OPERATIONS**

Companies can achieve economies of scale, such as bulk buying of raw materials, which can result in cost reductions. The investments on assets are now spread out over a larger output, which leads to technical economies.

- **AVOIDS REPLICATION**

Some companies producing similar products may merge to avoid duplication and eliminate competition. It also results in reduced prices for the customers.

- **EXPANDS BUSINESS INTO NEW GEOGRAPHIC AREAS**

A company seeking to expand its business in a certain geographical area may merge with another similar company operating in the same area to get the business started.

- **PREVENTS CLOSURE OF AN UNPROFITABLE BUSINESS**

Mergers can save a company from going bankrupt and also save many jobs.

## **DISADVANTAGES OF A MERGER**

- **RAISES PRICES OF PRODUCTS OR SERVICES**

A merger results in reduced competition and a larger market share. Thus, the new company can gain a monopoly and increase the prices of its products or services.

- **CREATES GAPS IN COMMUNICATION**

The companies that have agreed to merge may have different cultures. It may result in a gap in communication and affect the performance of the employees.

- **CREATES UNEMPLOYMENT**

In an aggressive merger, a company may opt to eliminate the underperforming assets of the other company. It may result in employees losing their jobs.

- **PREVENTS ECONOMIES OF SCALE**

In cases where there is little in common between the companies, it may be difficult to gain synergies. Also, a bigger company may be unable to motivate employees and achieve the same degree of control. Thus, the new company may not be able to achieve economies of scale.

## **INTRODUCTION OF TELECOMMUNICATION INDUSTRY**

The Telecom industry in India is the second largest in the world with a subscriber base of 1.17 Bn as of August 2022 (wireless + wireline subscribers). India has an overall tele-density of 85.15 %, of which, the tele-density of the rural market, which is largely untapped, stands at 58.44% while the tele-density of the urban market is 134.71%.

The Telecommunications industry is divided into following subsectors: Infrastructure, Equipment, Mobile Virtual Network Operators (MNVO), White Space Spectrum, 5G, Telephone service providers and Broadband.

Indian telecom sector has witnessed a significant growth and emerged as a noteworthy performer in the service sector and at the same time, Indian Industries have grown tremendously and many strategic alliances has taken place in India. Recently, Telecom sector is considered as the most volatile sector in the country even though there are many mobile users in India. As per IBEF report (February, 2017), India is ranked as second largest telecommunications market in the world and is expected to contribute around 13.5% to have over 180 million smartphones by 2019, contributing around 13.5 per cent to the world smartphone market. Market Research Store in their report mentioned that the telecom industry will grow by 10.3% each year and will touch US\$ 103.9 billion by 2020.

Indian telecommunication industry has become a classical example of combination of government policies, innovation and new technology. Mergers and acquisitions in telecommunication industry can be driven by the development of new technology. Telecom companies for augmenting the performance are now opting for mergers and acquisitions. They are using it as a strategic tool for improving their revenue and efficiency. From year ranging 1985 to 2017 the number of mergers and acquisitions has grown significantly in this sector.

## **IMPACT OF MERGER ON TELECOM INDUSTRY**

There are also several other implications that this merger of Vodafone case study

- Firstly, there can be initiatives based on the renewal of price discipline for the disruptive entry by Jio has caused some serious misbalance
- Secondly, the poor financial health of the telecom sector can be observed. And through such mergers, there will be an infusion of health and life. Since India is the fastest-growing market in terms of subscriber base.
- Through the merger, Vodafone and Idea will overcome their debts and a large sum of credit will be infused into the system
- The deal has also saved both the telecom companies from selling off their business. As was being planned by them initially and this would directly impact the quality of services being provided by different players in the industry

The merger in the Vodafone case study will surely boost the pace of the telecom sector. It has also been found that the savings, synergies and also the spectrum will have a substantial impact on the escalating growth. There will be a saving of over 60 per cent of the cost of the operation and this will aid in improving the quality and performance of the service through investments from the saved money.



# **COMPANY PROFILE**

## Vodafone Idea Limited



Vodafone case study explains the reason and the situation of the merger of Vodafone and Idea. This merger was first announced in March 2017. Afterwards, in July 2018, the department of telecommunication gave the approval for the merger.

Finally, on 31<sup>st</sup> Aug 2018, the merger was completed and it is announced as Vodafone Idea Limited. And this merger was the largest telecom merger in India. As per this merger, Vodafone holds a 45.2% stake, Aditya Birla Group holds 26% and the remaining stakes were held public.

Vodafone Idea is an Indian telecom operator with its headquarters based in Mumbai and Gandhinagar. Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G, 4G and 5G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on ground presence.

The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. As of 31 October 2022, Vi has a subscriber base of 245.62 million, making it third largest mobile telecommunications network in India and 11 th largest mobile telecommunications network in the world.

The company was created on 31 August 2018 by the merger of Vodafone India and Idea Cellular, to form a new entity named Vodafone Idea Limited. Vodafone currently holds a 45.2% stake in the combined entity, the Aditya Birla Group hold 26% and the remaining shares will be held by the public.

Vi also provides services including Mobile payments, IoT, enterprise offerings and entertainment, accessible via both digital channels as well as on-ground touch points, centres across the country. Vi has a broadband network of 340,000 sites, distribution reach of 1.7 million retail outlets.



## History

On 20 March 2017, Idea and Vodafone India announced that their respective boards had approved a merger of the two companies. The merger got approval from Department of Telecommunications in July 2018. On August 30, 2018, National Company Law Tribunal gave the final nod to the Vodafone-Idea merger. The merger was completed on 31 August 2018, and the newly merged entity is named Vodafone Idea Ltd. [14] [15] [7]. The merger created the largest telecom company in India by subscribers and by revenue. Under the terms of the deal, the Vodafone Group holds a 45.2% stake in the Combined entity, the Aditya Birla Group holds 26% and the remaining shares will be held by the public.

Vodafone Idea Limited	
	
<b>Type</b>	Public
<b>Traded as</b>	BSE: 532822 <a href="#">↗</a> NSE: IDEA <a href="#">↗</a>
<b>ISIN</b>	INE669E01016
<b>Industry</b>	Telecommunications
<b>Predecessors</b>	Idea Cellular Vodafone India <sup>[1]</sup>
<b>Founded</b>	31 August 2018; 4 years ago
<b>Headquarters</b>	Mumbai (Corp.) <sup>[2][3]</sup> Gandhinagar (Reg.)
<b>Key people</b>	Ravinder Takkar (Chairman) Akshay Moondra (CEO) <sup>[4]</sup>
<b>Products</b>	Mobile telephony Wireless broadband Internet services
<b>Revenue</b>	▲ ₹38,644.90 crore (US\$4.8 billion) <sup>[5]</sup> (2022)
<b>Operating income</b>	▲ ₹16,036.1 crore (US\$2.0 billion) <sup>[5]</sup> (2022)
<b>Net income</b>	▲ ₹-28,245.40 crore (US\$ -3.5 billion) <sup>[5]</sup> (2022)
<b>Total assets</b>	▼ ₹194,029 crore (US\$24 billion) <sup>[6]</sup> (2022)
<b>Total equity</b>	▼ ₹-94,088 crore (US\$ -12 billion) <sup>[6]</sup> (2022)
<b>Owners</b>	Government of India (32.09%) Vodafone (31.27%) Aditya Birla Group (17.49%) Private Equity (15.97%) American Tower Corporation(3.18%) <sup>[7][8]</sup>
<b>Number of employees</b>	8760 (2022) <sup>[9]</sup>
<b>Subsidiaries</b>	YOU Broadband Limited <sup>[10]</sup>
<b>Website</b>	<a href="http://myvi.in">myvi.in</a> <a href="#">↗</a>

## **LITERATURE REVIEW**

- **CMA (Dr.) Ashok Panigrah, NMIMS University, 15 Jan 2020** The research paper identifies impact of post-merger which reflects That merger has caused more mergers and acquisitions of other telecom companies. The assets of Telenor India and Reliance Communication were bought by Bharti Airtel.
- **Prof. Jignesh Vidani, L. J. Institute of Management Studies** The research paper identifies impact of post merger which reflects the premerger strategies of both brands under which they analyse ZooZoo strategy of Vodafone and many more. The case which this paper will discuss is the case of the merger of Vodafone with **Idea**
- **Naman Jain and Sai Srinivas Reddy, Alliance University, School of Law and Alliance University-Alliance University** The research paper identifies this merger with the Companies Act of 2013 regarding mergers and acquisitions and their impact on mergers and acquisition. The document focuses on the largest merger of Idea Cellular with Vodafone India under the Companies Act 2013, which led to the emergence of the largest subscriber telephone company in India, replacing Airtel.
- **W. Kittilaksanawong, Sinduja K and Aswamy, 12 November 2018** The research paper identifies Synopsis The Indian telecom market was witnessing a fierce price war, especially from an aggressive entry of a new player Reliance Jio Infocomm Limited (Jio) with a predatory pricing strategy. To react to the increasingly intense rivalry and maintain top positions, the second and third largest telecom operator like Vodafone India and Idea Cellular Limited (Idea) decided to merge together.

## **RESEARCH STUDY**

## **NEED & SCOPE OF THE STUDY**

The merger of Idea Cellular and Vodafone holds the potential for significant cost savings and 3G/4G spectrum gain crucial in market share battle against Reliance Jio and Airtel.

The success of the mega merger between Idea Cellular Ltd and Vodafone India Ltd depends largely on synergy benefits that can accrue by combining operations. Not surprisingly, the two companies are factoring in huge gains on this count.

Vodafone and Idea said in a statement that annual savings, both in terms of operating costs as well as capital expenditure, will be around Rs 14,000 crore annually by the fourth full year of operations as a combined entity. About two-thirds of this will be on account of savings in operating costs.

## **OBJECTIVES OF THE STUDY**

- To study about the Indian Telecom Industry.
- To study about the Vodafone Idea Limited.
- To know about the services provided by Vodafone Idea Limited. To understand the customer perception about Vodafone services after merger with Idea
- To study about consumers expectation from the Vodafone-Idea limited.

## **HYPOTHESIS**

A supposition; a proposition or principle which is suppose or taken for granted, in order to draw a conclusion inference for proof of the point in question; something not proved, but assumed for the purpose of argument, or to account for a fact or an occurrence as, the hypothesis that head wind detain and overdue steamer. A hypothesis being a mere supposition, there are no other limits to hypothesis than those of the human imagination.

### **In this research the hypothesis is:**

H0: Merger of Vodafone and Idea will not enhance more options to the customers.

H1: Merger of Vodafone and Idea will enhance more options to the customers.

## **RESEARCH METHODOLOGY**



**Research methodology** is a way to systematically solve the problem it may be understood as a science of studying how research is done scientifically. Research is defined as “a scientific and Systematic search for pertinent information on a specific topic”,

Research plays vital role in human as well as organizational life. Research is the need of today’s era as in each and every sphere of life research helps us in getting & understanding the problems with their appropriate solutions. Research is nothing but search for real and original knowledge, no doubt that research might be for personal, societal, organizational and for many more purposes.

## **Research Design**

A research design is the specification of methods and procedure for acquiring the information needed. It is over all operation patterns or framework of the project that stipulates what information is to be collected from which source by what procedure, it is also refers to the blue print Of the research process.

## **Different types of research design**

There are four main types of Quantitative research: Descriptive, Correlational, Causal-Comparative/Quasi-Experimental, and Experimental Research. Attempts to establish cause- effect relationships among the variables. These types of design are very similar to true experiments, but with some key differences.

In this Research the methodology section outlines the plan and method that how the study is conducted. This includes data and its source and many things which are covered in the secondary research methodology. So, we mentioned below the detailed information about it.

**Primary data:** Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research.

**Secondary data:** The source of secondary data is journals, articles, research paper, online sites, website and many more source which are available on online platform.

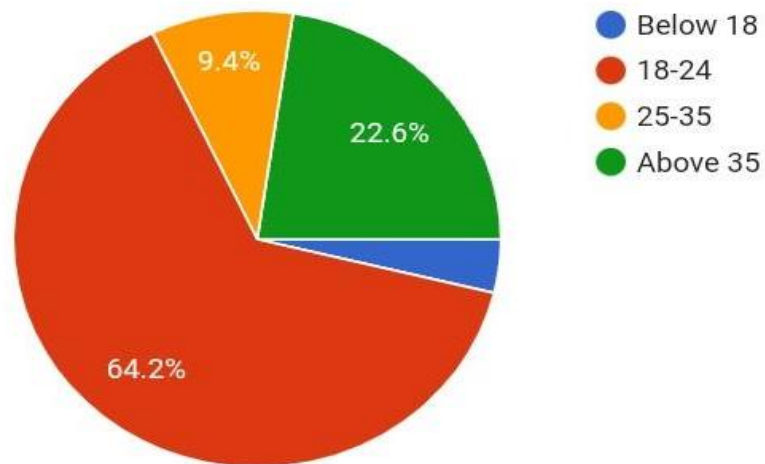
For this study, I will be using secondary data and primary data both. Primary data was collected through survey form and secondary data through already available articles and research papers.

# **DATA ANALYSIS AND INTERPRETATION**

## Primary data analysis and interpretation

### Q. 1 Age of the users

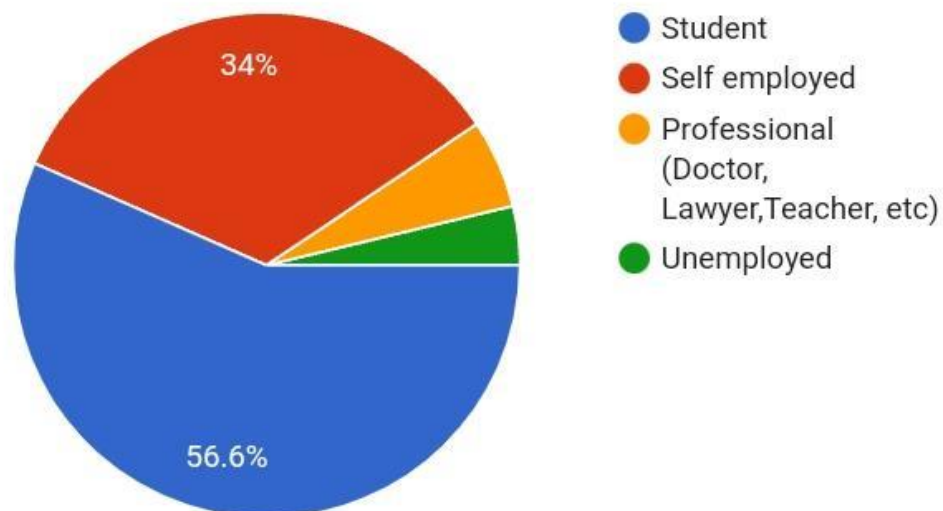
Age group	Response
Below 18	3.8%
18-24	64.2%
25-35	9.4%
Above 35	22.6%
<b>Total</b>	<b>100%</b>



**Interpretation:** According to the survey most of the users belong to the age group of 18 to 24 year (64.2%) On the other hand least user are from below 18 (3.8%)

## Q.2 Profession

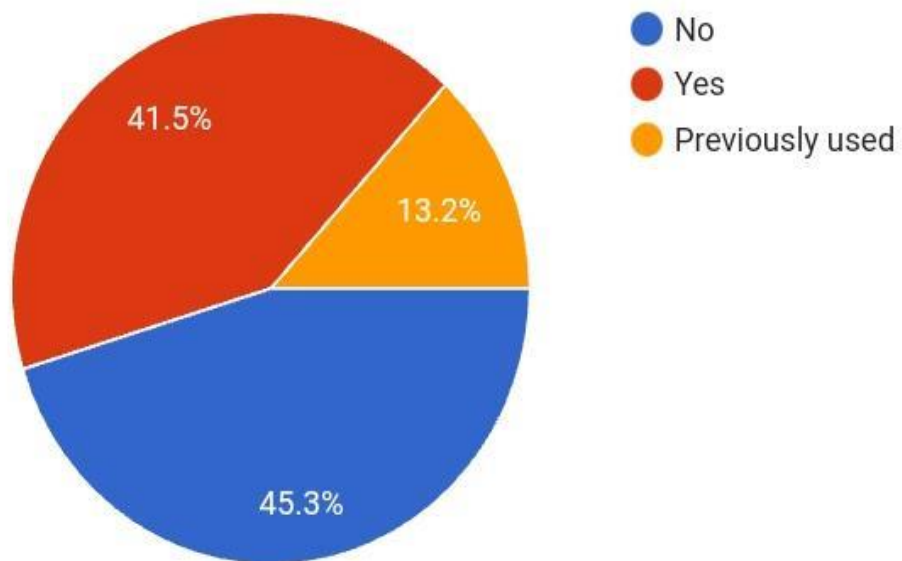
Profession	Response
Student	56.6%
Self employed	34%
Professional	5.7%
Unemployed	3.8%
<b>Total</b>	<b>100%</b>



**Interpretation:** Almost 56.6% users are students , 34% users are self employed, 5.7% users are professional and 3.8% users are unemployed.

**Q.3 Do you currently use VI SIM CARD ?**

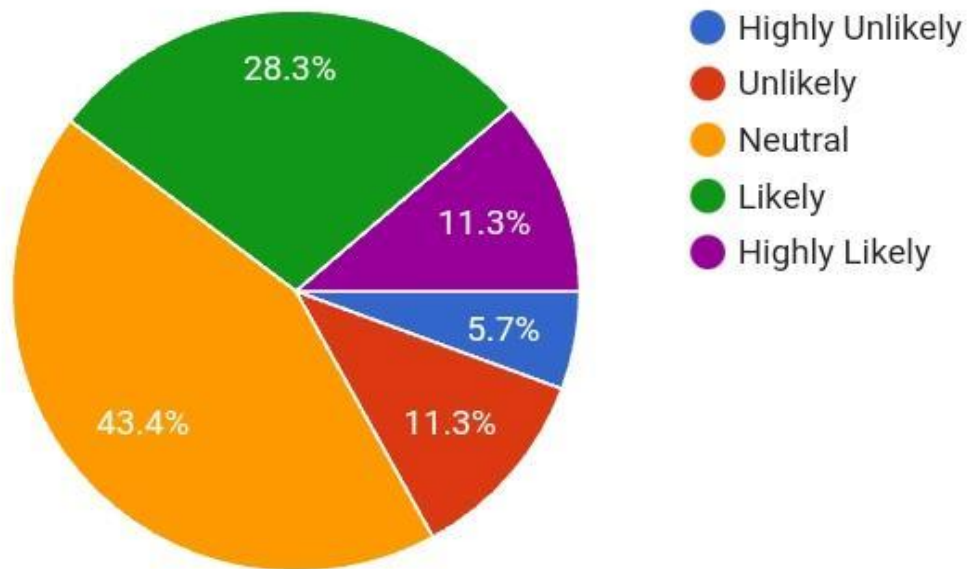
	<b>Response</b>
Yes	41.5%
No	45.3%
Previously used	13.2%
<b>Total</b>	<b>100%</b>



**Interpretation:** Most of the users are not currently using VI SIM card.

**Q.4 How likely are you to consider VI network the best?**

	<b>Response</b>
Highly Unlikely	5.7%
Unlikely	11.3%
Neutral	43.4%
Likely	28.3%
Highly likely	11.3%
<b>Total</b>	<b>100%</b>

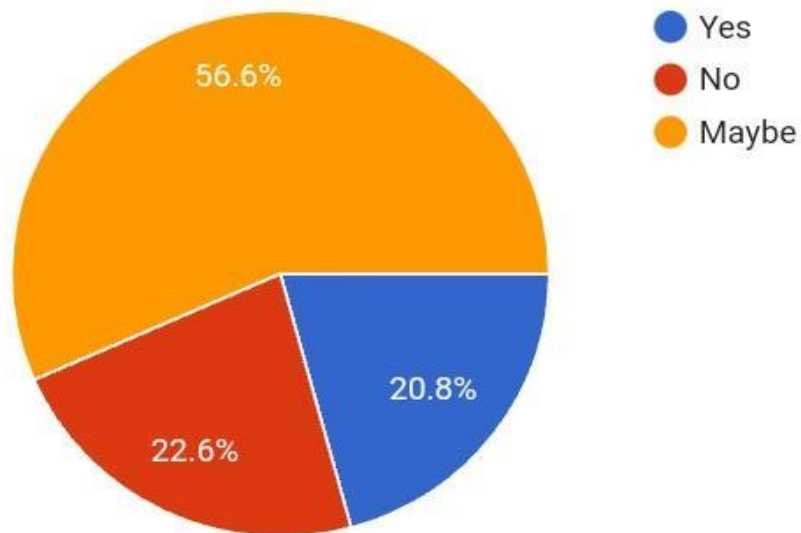


**Interpretation:** Most of the users consider VI network the best.

On the other hand least of the users does not consider VI network the best.

**Q.5 Do you think that VI is the best amongst all its competitors**

	<b>Response</b>
Yes	20.8%
No	22.6%
Maybe	56.6%
<b>Total</b>	<b>100%</b>

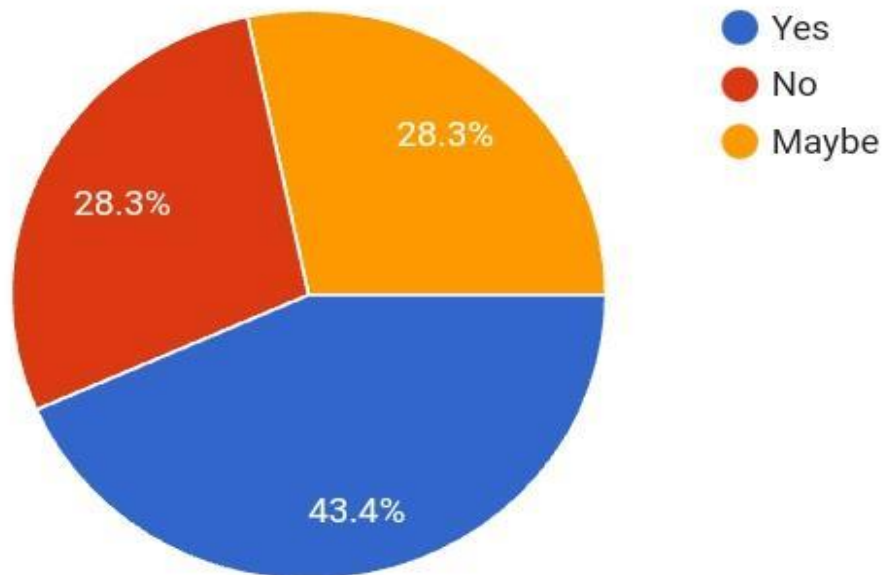


**Interpretation:** According to survey most of the users think that VI network is the best amongst all its Competitors.



**Q.6 Are u satisfied with the customer service of VI**

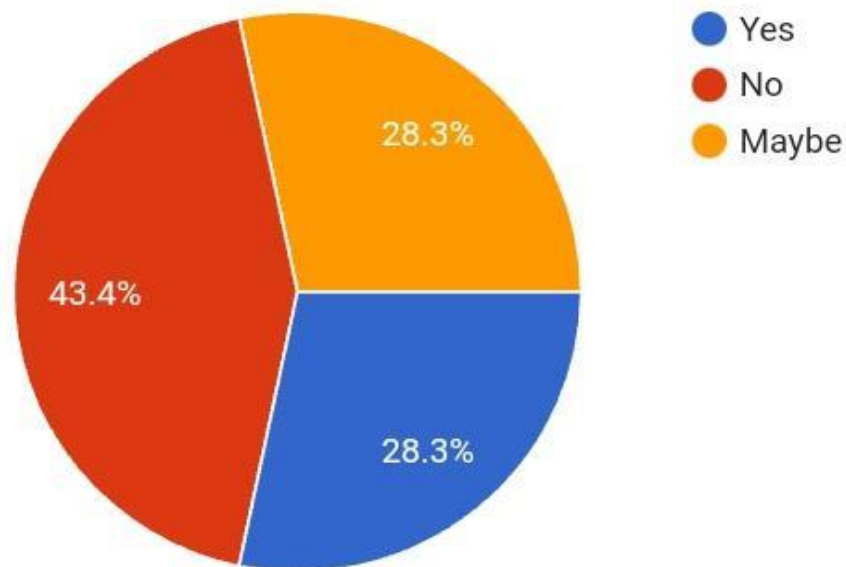
	<b>Response</b>
Yes	43.4%
No	28.3%
Maybe	28.3%
<b>Total</b>	<b>100%</b>



**Interpretation:** The chart above shows that 43.4% users are satisfied with the customer service of VI.

**Q.7 Will you ever change your current VI service provider to switch into other service provider**

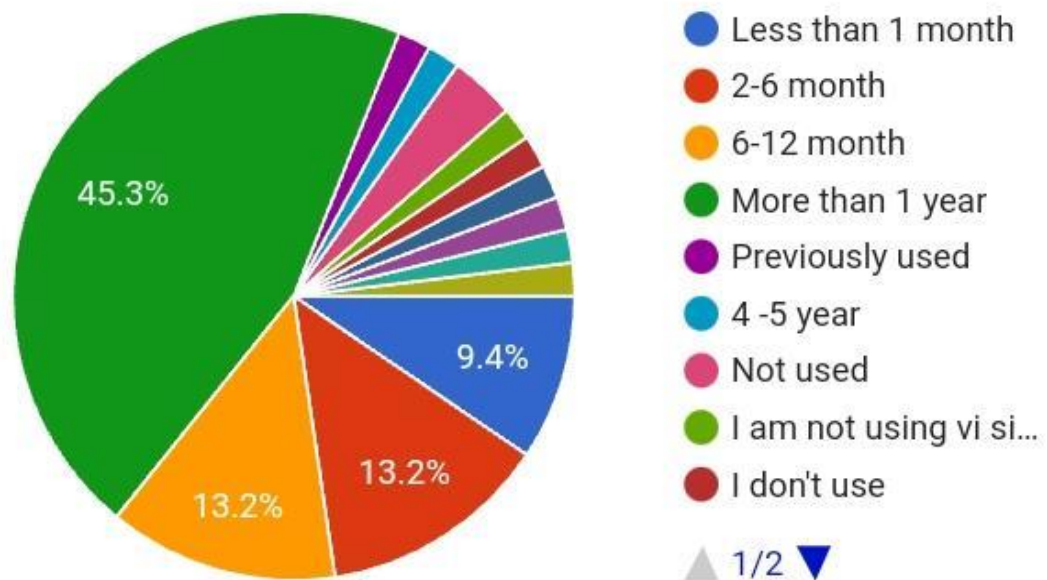
	<b>Response</b>
Yes	28.3%
No	43.4%
Maybe	28.3%
<b>Total</b>	<b>100%</b>



**Interpretation:** Most of the users are not ready to switch their VI service provider into other service provider. It states that the VI SIM Card users are satisfied with the current services.

**Q.8. Since how long are you using Vodafone Idea Ltd. Service**

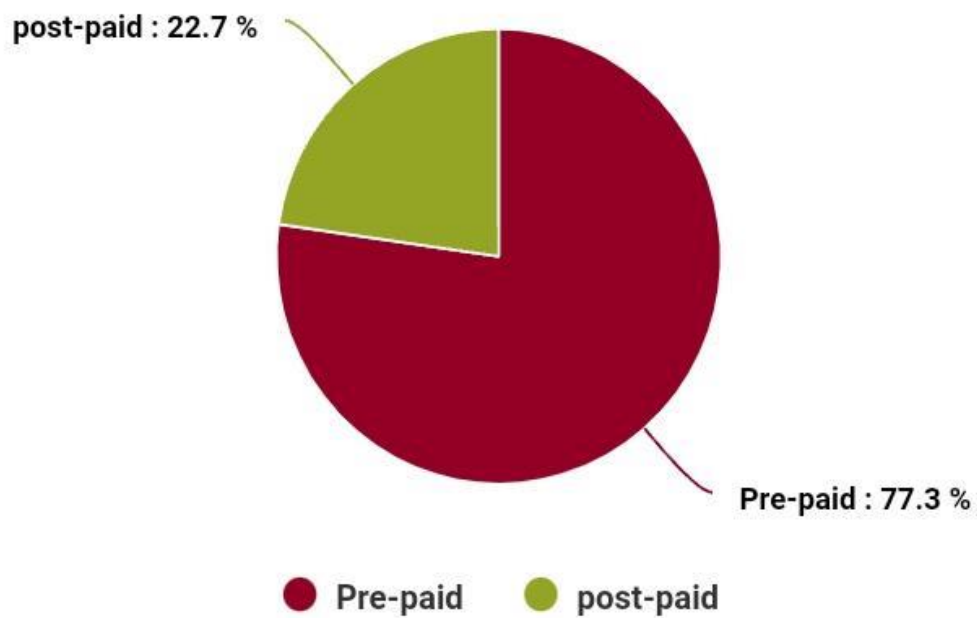
	Response
Less than 1 month	9.4%
2-6 month	13.2%
6-12 month	13.2%
More than 1 year	45.3%



**Interpretation:** The chart states that 45.3% users have used VI network for more than 1 year. Thus, it states that they are satisfied with the VI network that they are willing to use the network for a longer period.

**Q. 9 Which of the following services do you use of Vodafone Idea Ltd.?**

	<b>Response</b>
Pre-paid	77.3%
Post-paid	22.7%
<b>Total</b>	<b>100%</b>

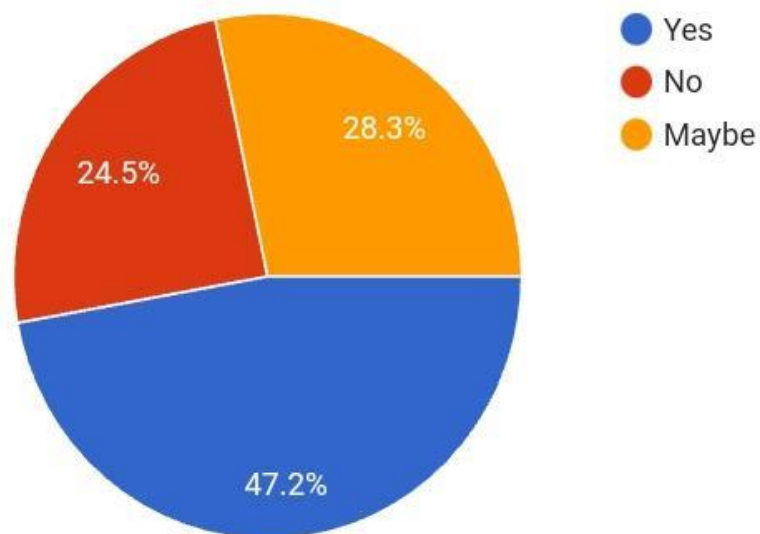


**Interpretation:** 77.3% user use prepaid service

22.7% user use postpaid service

**Q.10. Would you like to recommend vodaphone idea Ltd. To others**

	<b>Response</b>
Yes	47.2%
No	24.5%
Maybe	28.3%
<b>Total</b>	<b>100%</b>



**Interpretation:** Most responses are in positive terms, this states that 47.2% users are willing to recommend VI network to others.

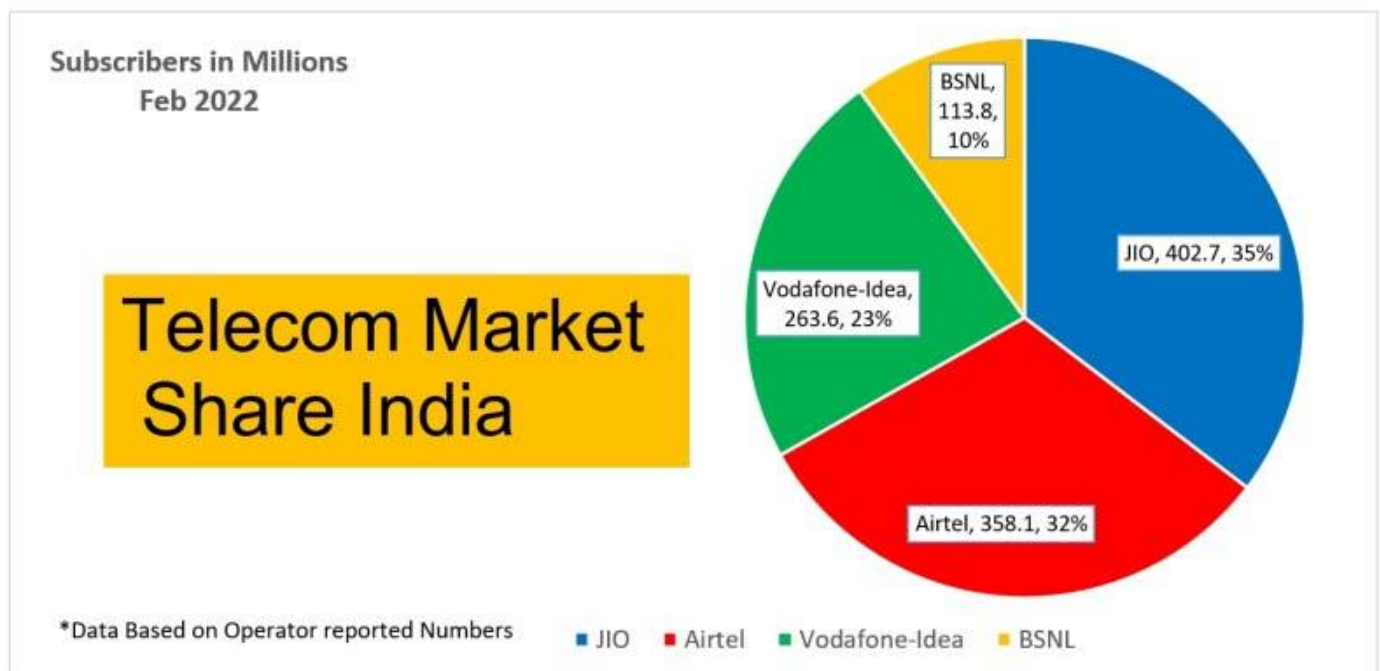
## Secondary Data Analysis

- **Telecom Subscribers and Operator Wise Market Share India (2022)**

Let's check out the number of Telecom Subscribers in India and the market share of top telecom companies along with trends.

The Indian Telecom market is dominated by 3 Operators – Reliance JIO, Airtel, and Vodafone Idea. These three Telecom operators own 89.63% of the total subscriber market share as of Feb 2022.

The Government-owned BSNL is the only other player present in the market with a significant 10.0% share. Notably, the TRAI data is available till Feb 2022, according to which Jio is the market leader, followed by Airtel and Vodafone-Idea.



**Telecom Subscribers in Millions (February 2022)**

**Reliance JIO** (owned by Mr. Mukesh Ambani) is the largest telecom company with a 35.4% telecom market share and 402.7 million subscribers.

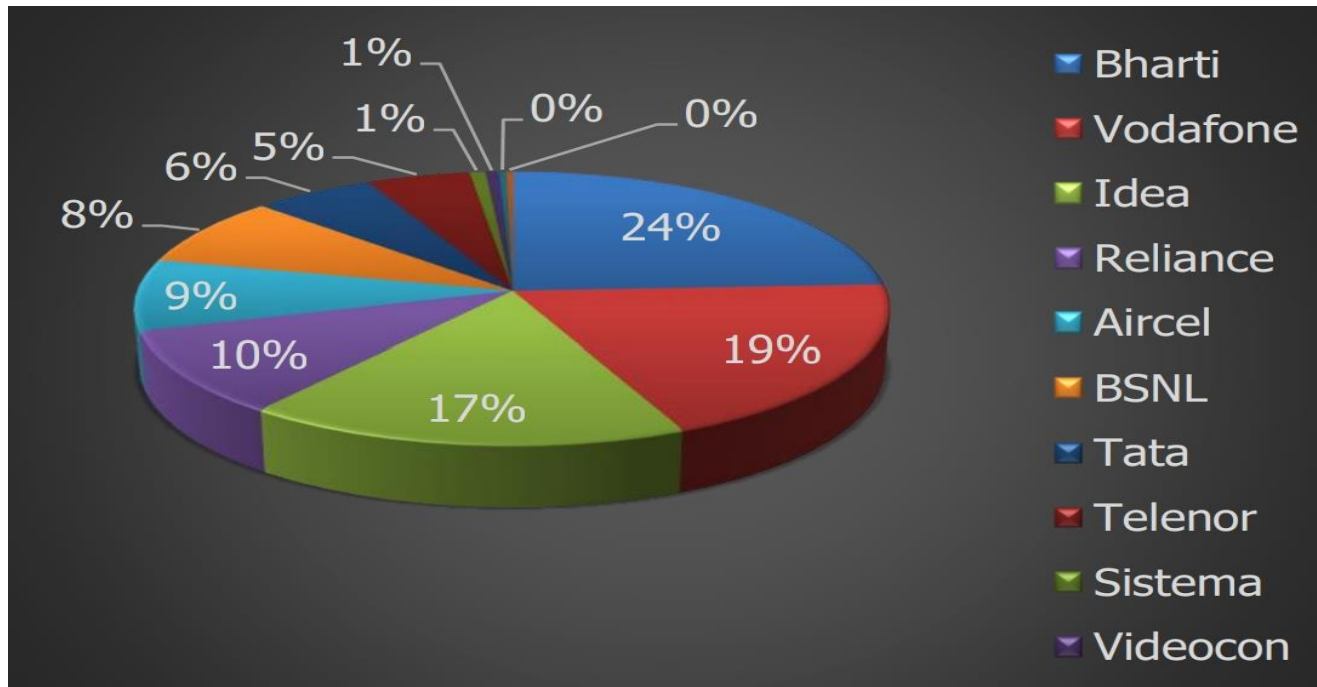
**Bharti Airtel**, owned by Mr. Sunil Bharti Mittal is the second largest telecom company in India with a 31.5% telecom market share and 358.1 Million subscribers.

**Vodafone-idea** is the third biggest Telecom company in India with 263.6 million subscribers and has a 23.2% Telecom subscriber market share. Vodafone-Idea is doing badly and is struggling to fight its rivals.

**Telecom Market Share 2022**

Operators	Subscribers in Millions	Market Share (Feb'22)
JIO	402.7	35.4%
Airtel	358.1	31.5%
Vodafone-Idea	263.6	23.2%
BSNL	113.8	10.0%
Total	1138.22	100.0%

- **Pre-Merger Industrial Dynamics:**



The telecom industry before the merger of Vodafone -idea looked like the above chart with Airtel the clear market leaders with 24.22% share and Vodafone and Idea second and third with 19.16% and 17.01% market share respectively. Jio entered the industry recently and gained a market share of 9.93% almost instantly through its free services and appealing.



## **HYPOTHESIS TESTING**

H1: Merger of Vodafone and Idea will enhance more options to the customers.

The above Data analysis and interpretation shows us that Merger of Vodafone and idea will enhance more options to the customer.

Thus, the H1 Hypothesis is proved true

## **CONCLUSION**

## CONCLUSION

- From the above analysis, I would like to conclude that major respondents are satisfied with Vodafone Idea services like new schemes & offer many of the respondents are satisfied with the services of Vodafone after merger with Idea and thus they would like to recommend Vodafone Idea to others.
- Most of the respondents are also satisfied with the network provided by Vodafone Idea. Vodafone-Idea can improve its customer base by innovating variety of services to its customer.
- Vodafone-Idea Super Weeks is one such example where they are targeting youth for the online services through mobile phones. It's a strategy which can get them to the market leader position in the market.
- Vodafone is growing because of satisfied customers with its services and new and innovative plans for all categories of customers
- In conclusion it can be said that People who are using Idea and Vodafone are now getting better network coverage in cities and towns post-merger. Consumers can expect more diverse services and access to newer and smarter technology like VoLTE, Digital wallets, and internet of things after the merger.
- To be able to gain something out of this huge telecom merger Vodafone-Idea, need to develop new strategies to increase their number of subscribers in the market thereby increasing their net revenue while keeping the debt to minimum.
- The consumer is the most beneficial because of this merger as now all the telecom companies will try to bring in the best technology at the best price and with better customer service in order to maintain customer loyalty. The merger of Vodafone and Idea is a perfect example of a market that mostly benefits the customers. This deal released the telecom industry from the pressure of fierce prices and tariffs. The entry of Reliance Jio into the telecom industry had a huge impact.

## **SUGGESTIONS AND RECOMMENDATIONS**

- To be able to gain something out of this huge telecom merger Vodafone-Idea, need to develop new strategies to increase their number of subscribers in the market thereby increasing their net revenue while keeping the debt to minimum. The big advantage to the promoters of Aditya group is that the consolidated with Vodafone in this pricing war with Reliance Jio and Airtel at the same time have rights to gradually increase the stake in stages to become equal partners.
- According to the current circumstances, there is little to no gain to the public shareholders, and they can only hope that they will be benefited with the merger in the long term. Keeping in the view of the Current scenario of Indian telecom sector, it will not be prudent for any new player to enter the market.
- The merger between Idea and Vodafone India has made them a leading player in the Indian Telecom sector. As per the benefits that arise from management synergies is 670 billion for cost And capital expenditure 140 billion operating expenses by the 4<sup>th</sup> year. It also decreased the Debt on the Vodafone Idea Ltd with sale of Towers Assets.
- Provide good plans, schemes, and packages in order to have the customer with wide choice. Free data trial pack should be provided for first time users.

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## **APPENDICIES**

# Research on VI Merger

The data collected from this questionnaire is for the sole purpose of research for my project.

\* Required

1. **Age of the user \***

*Mark only one oval.*

- Below 18
- 18-24
- 25-35
- Above 35

2. **Profession \***

*Mark only one oval.*

- Student
- Self employed
- Professional (Doctor, Lawyer,Teacher, etc)
- Unemployed

3. **Do you currently use VI SIM CARD ? \***

*Mark only one oval.*

- No
- Yes
- Previously used

4. **How likely are you to consider VI network the best? \***

*Mark only one oval.*

- Highly Unlikely
- Unlikely
- Neutral
- Likely
- Highly Likely

5. **Do you think that VI is the best amongst all its competitors \***

*Mark only one oval.*

- Yes
- No
- Maybe

6. **Are u satisfied with the customer service of VI** \*

*Mark only one oval.*

- Yes
- No
- Maybe

7. **Will you ever change your current VI service provider to switch into other service provider** \*

*Mark only one oval.*

- Yes
- No
- Maybe

8. **Since how long are you using Vodafone Idea Ltd. Service** \*

*Mark only one oval.*

- Less than 1 month
- 2-6 month
- 6-12 month
- More than 1 year
- Other: \_\_\_\_\_

9. **Which of the following services do you use of Vodafone Idea Ltd.?** \*

*Mark only one oval.*

- Pre-paid
- Post-paid
- Other: \_\_\_\_\_

10. **Would you like to recommend vodaphone idea Ltd. to others** \*

*Mark only one oval.*

- Yes
- No
- Maybe

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